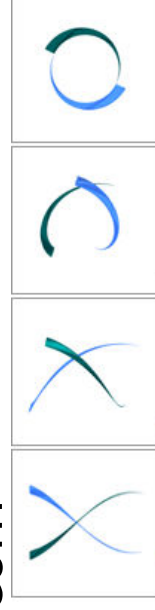


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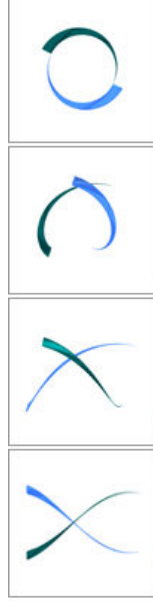
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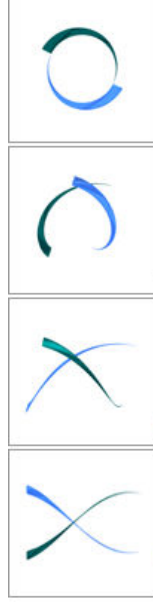
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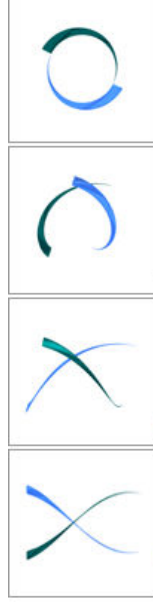
Scientific Publishing....

- **What is the current publishing model?**
- **What's wrong with it?**
- **What are the alternatives?**



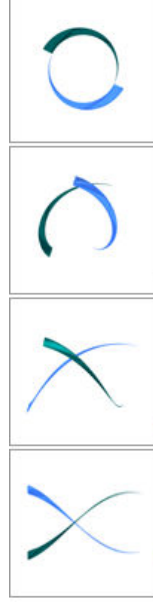
Current Model

- › Subscription or licence, payable to obtain access
- › Authors hand over copyrights to the publisher
- › Content is being sold
- › Journals are quasi-monopolistic



'We think of the publishers as being like a midwife... They are paid for their role, and at the end of the day, they give the baby back to the parents'

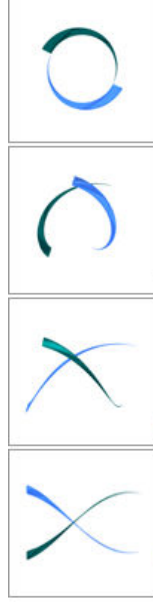
Mike Eisen – Public Library Of Science



“What are publishers doing for us?”

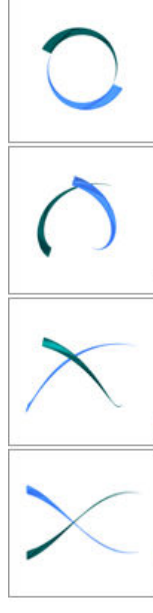
'I think scientists all over would be shocked to realise what a phenomenally lucrative business scientific publishing can be.'

Nicholas Cozzarelli-
editor in chief of the PNAS



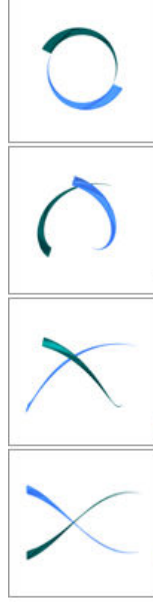
Scientific Publishing....

- What is the current publishing model?
- **What's wrong with it?**



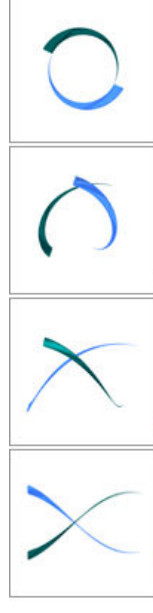
Traditional role of the publisher is under scrutiny

- › **Subscriptions and licences limit access**
 - › To be useful, research must be used
 - › To be used (read, cited, applied, extended) it must be accessible
- › **Prices do not reflect quality or costs**
 - › Subscription prices have increased by as much as 146% in 10 years – e.g.
 - › Brain Research
 - › 1991: £3,713
 - › 2001: £9,148
- › **Authors lose rights**
 - › e.g. to put their paper on a publicly accessible server
- › **Often inefficient and slow**



Scientific Publishing....

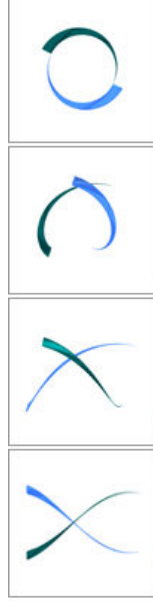
- › What is the current publishing model?
- › What's wrong with it?
- › **What are the alternatives?**



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- › Open Access
- › Achieved by *reversing* the business model
- › From *output*-paid, to *input*-paid
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 - › Article Processing Charges
- › Further financed by alternative revenues such as advertising

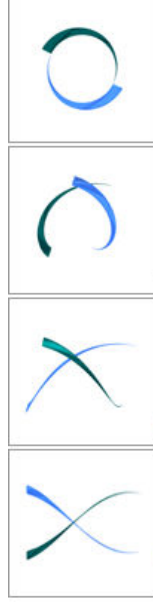


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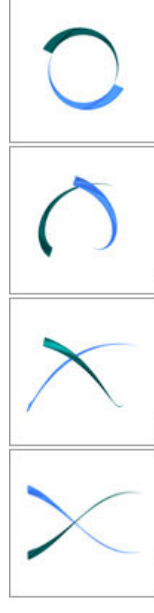


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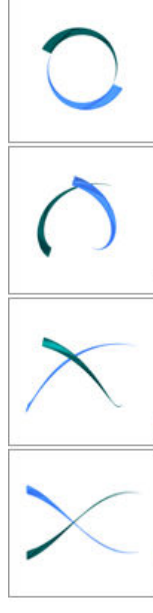


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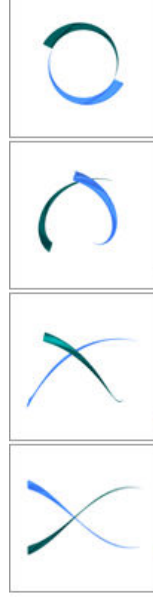
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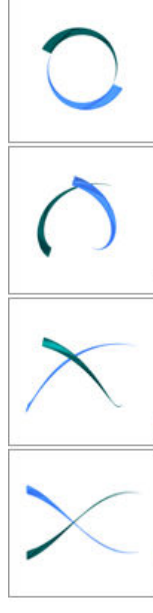
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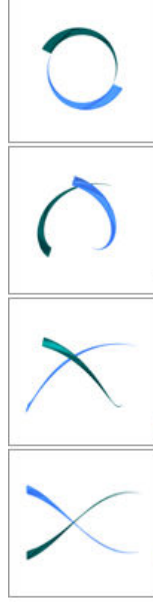


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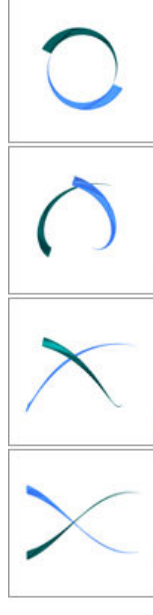
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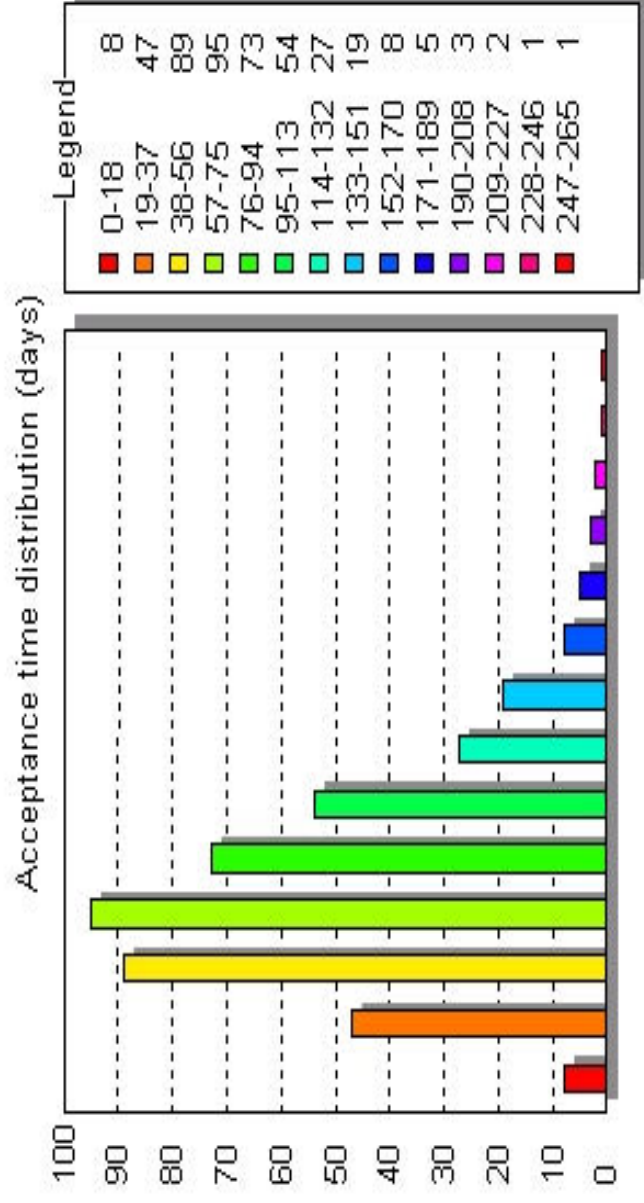
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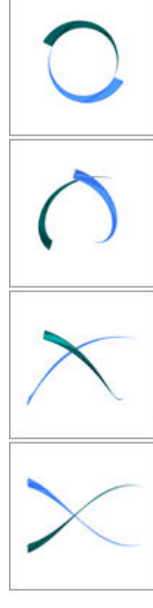


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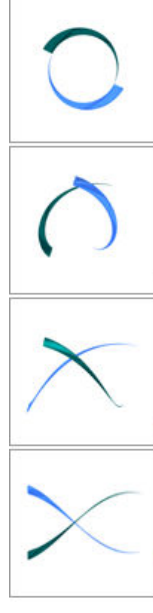
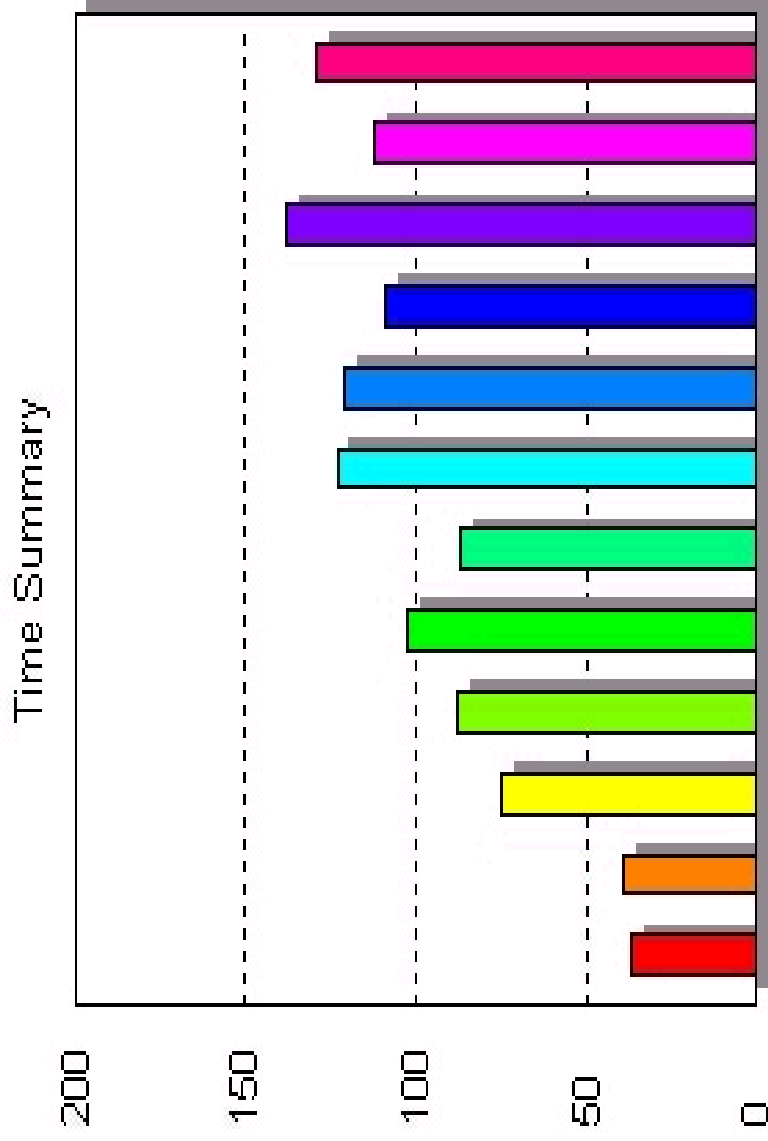


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IL-6 signaling by STAT3 participates in the change from hyperplasia to neoplasia in NRP-152 and NRP-154 rat prostatic epithelial cells

Beverly E Barton¹ , Thomas F Murphy¹ , Patricia Adem¹ , Richard A Watson² , Robert J Irwin² and Hosea F Huang^{2, 3}

¹Division of General Surgery, Department of Surgery, UMDNJ-NJMS, 185 S. Orange Ave., Newark, NJ 07103, USA

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Outline

Abstract

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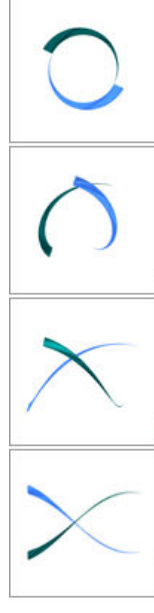
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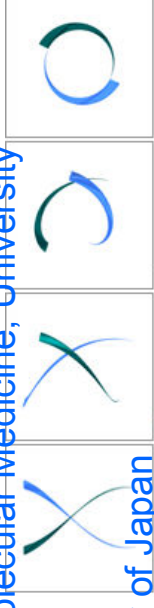
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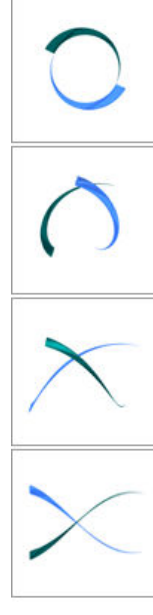
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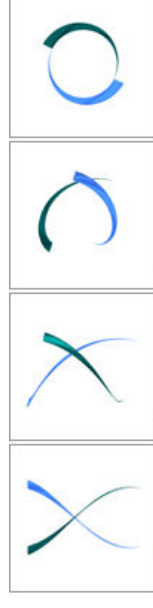


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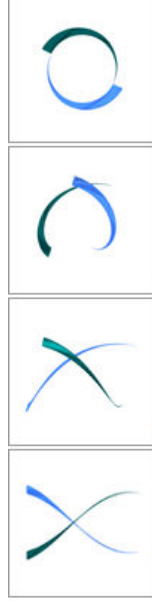


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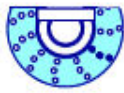
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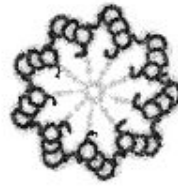
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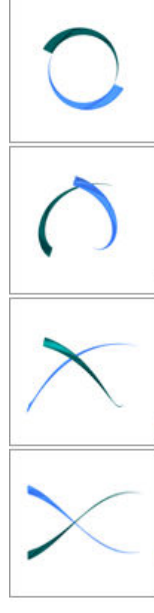
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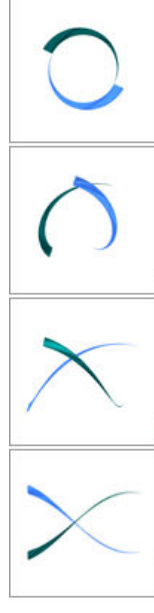


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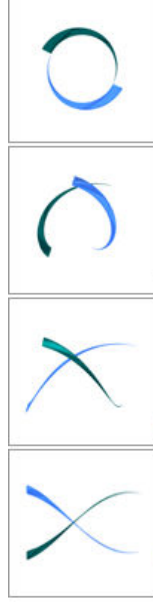


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perspective

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- › **Diabetes** costs the **author \$600**
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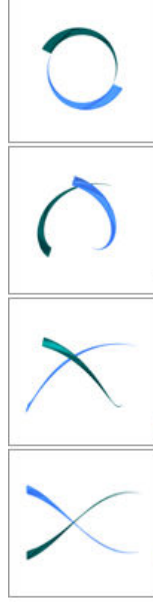
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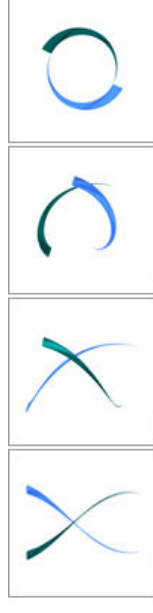


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Article Charges

perspective (3)

- › Some journals also levy *processing charges in addition to subscription charges*:
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 - › **Plant Physiology**: **\$300** for accepted papers
 - › **Experimental Hematology**: **\$50** for submitted papers

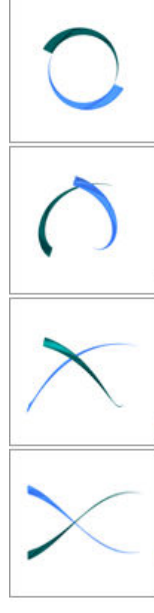


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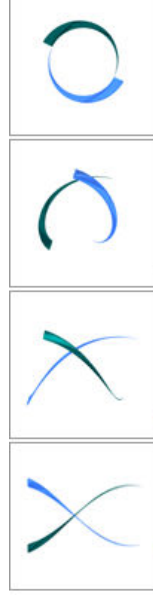
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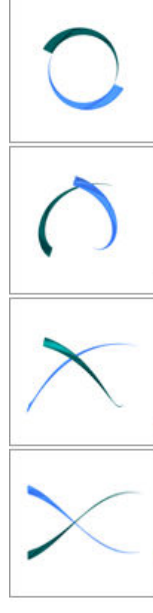
Vickers AJ
BMC Musculoskeletal Disorders 2001, **2**:5 (23 October 2001)
[Abstract] [Full Text] [PDF] [PubMed] [Related Articles]

Flow cytometric assessment of the reactivity of a panel of monoclonal antibodies (mAb) against

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Open Access: The New Scenario

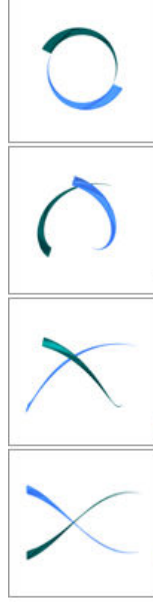
- › Authors take charge: author choice
- › Publishing becomes a *service* to researchers and their communities – not *selling* of content
- › No need for copyright transfer from author to publisher
- › Massively increased exposure for research work
- › Introduces competition – breaks monopolies journals (publishers) have – enhances market efficiency
- › More cost-effective for academia



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Hurdles to overcome

- › New, unknown model
- › No Impact Factors yet
- › Article Processing Charges
 - › Not (yet) common

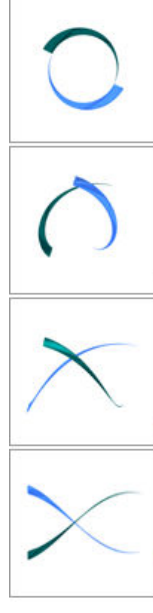


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'It is the scientists who are going to
have to figure out how they want
their work to be available'

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Thank You

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